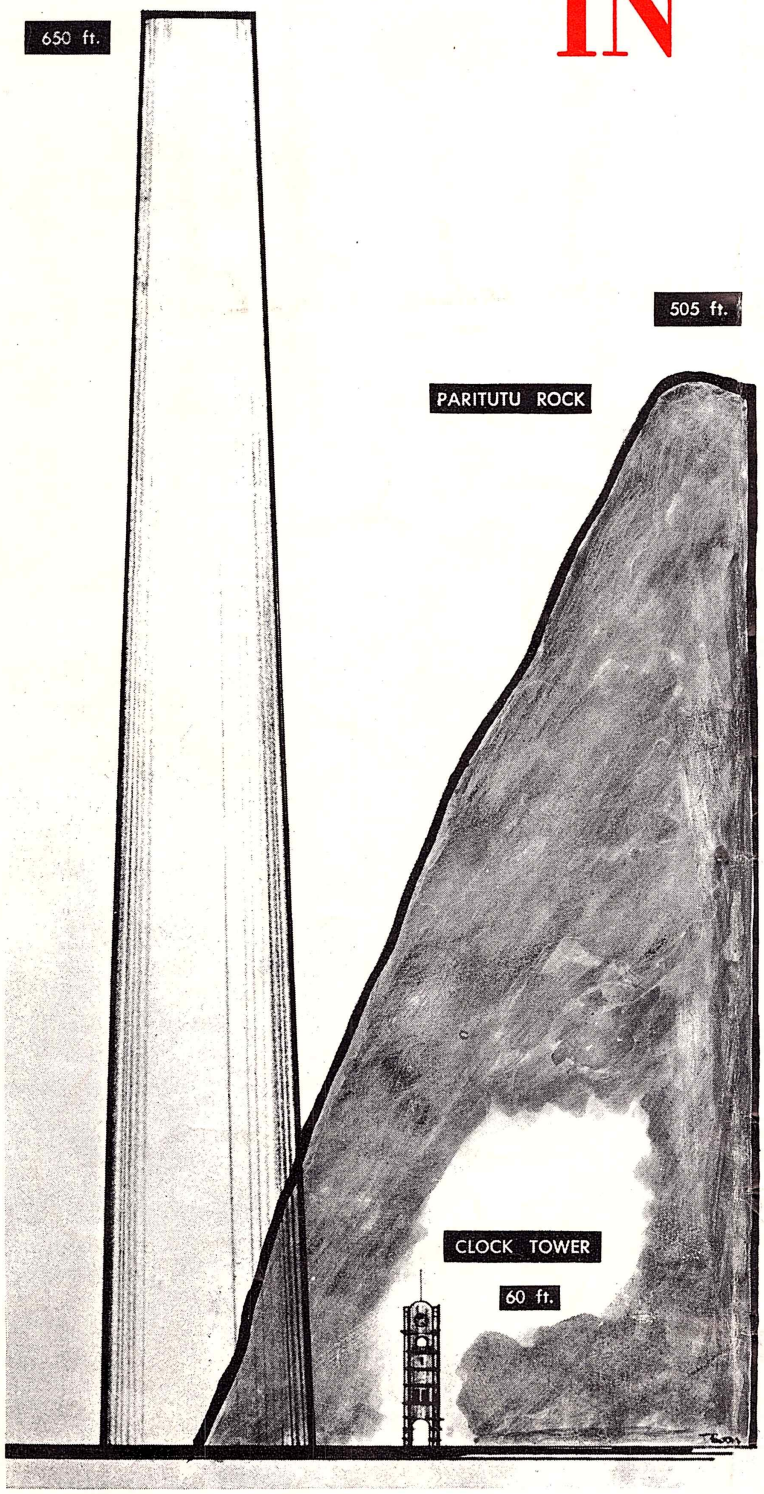
NEWS OF PROGRESS IN TARANAKI



After several decades of quiet but solidly-based progress, Taranaki—and in particular New Plymouth—is now entering an era of almost spectacular expansion.

Because we at Taranaki Newspapers Limited feel that this is not fully appreciated outside the province, this brochure has been prepared to highlight development now in progress or which will shortly commence.

Our aim, quite frankly, is to demonstrate that this area is on the march. It is a marketing complex with exciting possibilities for alert manufacturers and distributors. It is an area with no suggestions of complacency or apathy. Vital though the production of butter, cheese, milk powder and meat are and will long remain, the Taranaki connotation of gumboots and the Jersey cow is no longer true.

Dairy production is fast being complemented with a broadly based economy of secondary industry and vital servicing facilities.

New Plymouth is strategically based in the "left centre" of the North Island and in excellent communication with all markets by sea, rail, road and air. It has, as the Deputy Prime Minister (Mr. Marshall) says elsewhere in this brochure, an "able, adaptable and reliable labour force." Its people and local bodies are sympathetically interested in establishing new industries.

It is little wonder, therefore, that greater New Plymouth is surging forward.

In this brochure we have selected only some of the many developments now under way or pending. Most of these projects are spawning other industries and expansion.

If the facts and illustrations in these pages help to stimulate your interest in this area in which our newspapers are so vitally involved, we shall be well pleased.

● **ABOVE:** The colossal 650ft. chimney of the coal-fired power station in relation to nearby Paritutu Rock (one of the Sugar Loaves) and New Plymouth's controversial clock tower.

The coal-fired power station is a major $134,000,000 project and will be located on reclaimed land near Port Taranaki and close by the famous Paritutu Rock which will be shadowed by the immense chimney. It will use up to 1,250,000 tons of West Coast (South Island) coal a year which will arrive through the port. The first unit is due to produce power in 1973 with the full 600 megawatts a year later.

Approximately 150 homes are to be built for the staff of the station which will need a construction force of about 1000 men. It was recently stated that the establishment of the power station and other immediate industrial projects in and near New Plymouth will require upwards of 800 new homes in the near future.

THE KAPUNI NATURAL GAS UNDERTAKING

The high hopes of a whole century of oil exploration in Taranaki are now being realised with the exploitation (at a cost of $4,000,000) of the four Kapuni gas wells and the laying of the $14,000,000 pipe lines to serve natural gas to the main North Island cities and towns.

The condensate from the wells will flow to the Shell-B.P.-Todd holding tanks in New Plymouth—now under construction — and thence will be shipped for refining to the Marsden Point refinery near Whangarei. It seems certain that several by-product industries will be established in New Plymouth or at Kapuni, including one to extract CO_2.

Work is now proceeding at the Kapuni field to tap, process and transmit the gas; and work is well advanced on laying the pipe line to carry the condensate to New Plymouth.

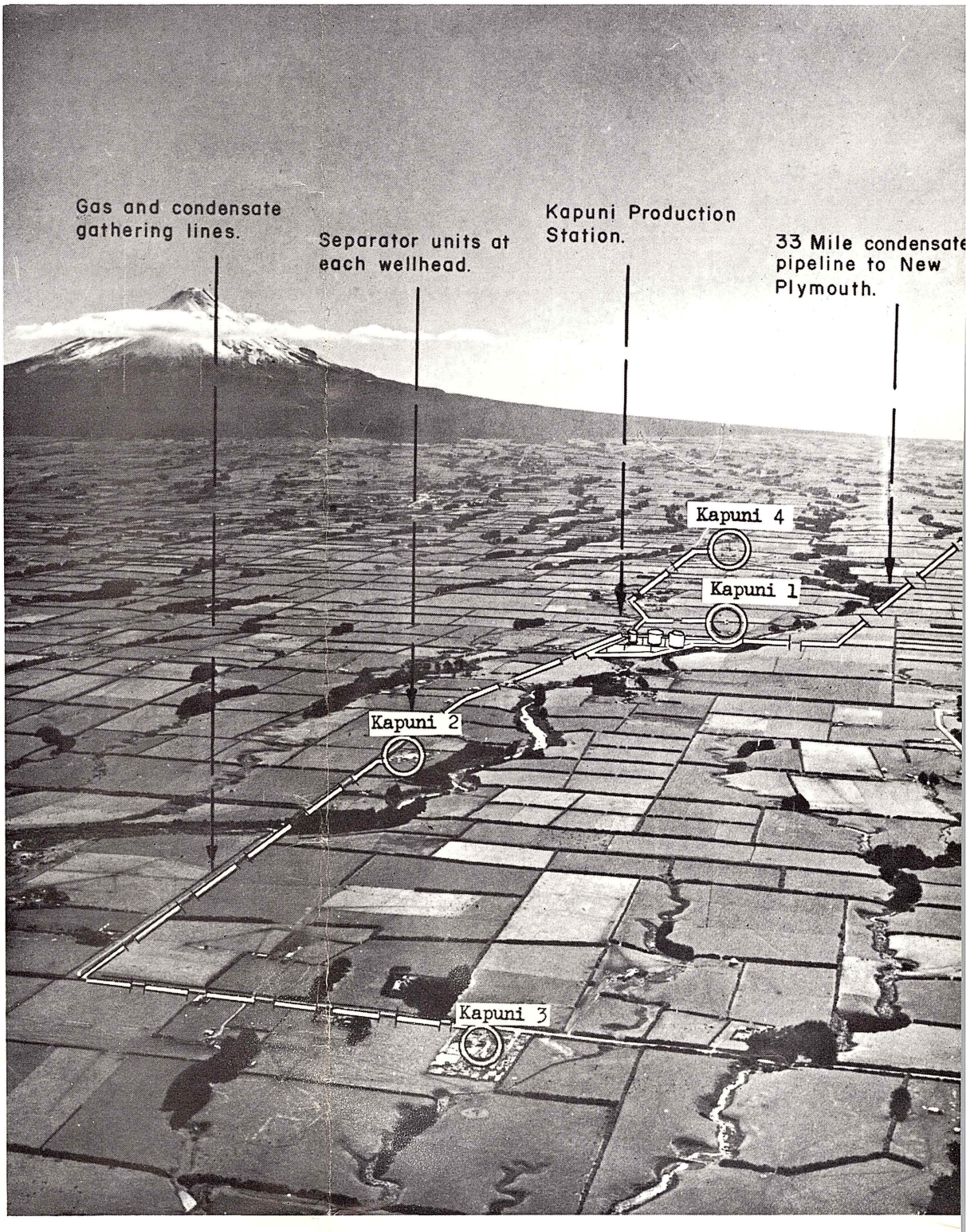
Hundreds of miles of piping have been imported through Port Taranaki for the North Island natural gas reticulation system and at the old airport hangar at Bell Block a special plant is wrapping the pipes in a protective covering prior to laying. The route for the pipe line has been surveyed and actual work on laying pipes has commenced north of Wellington.

The Kapuni project, the pipe lines, and the terminal in New Plymouth are bringing employment to some hundreds of men, many concentrated in New Plymouth.

Natural gas is expected to greatly stimulate the use of gas appliances throughout the North Island, being much cleaner and hotter than coal gas.

It is interesting to note that for some years a proportion of natural gas (from four wells near the port) has been mixed in with the New Plymouth coal gas supply.

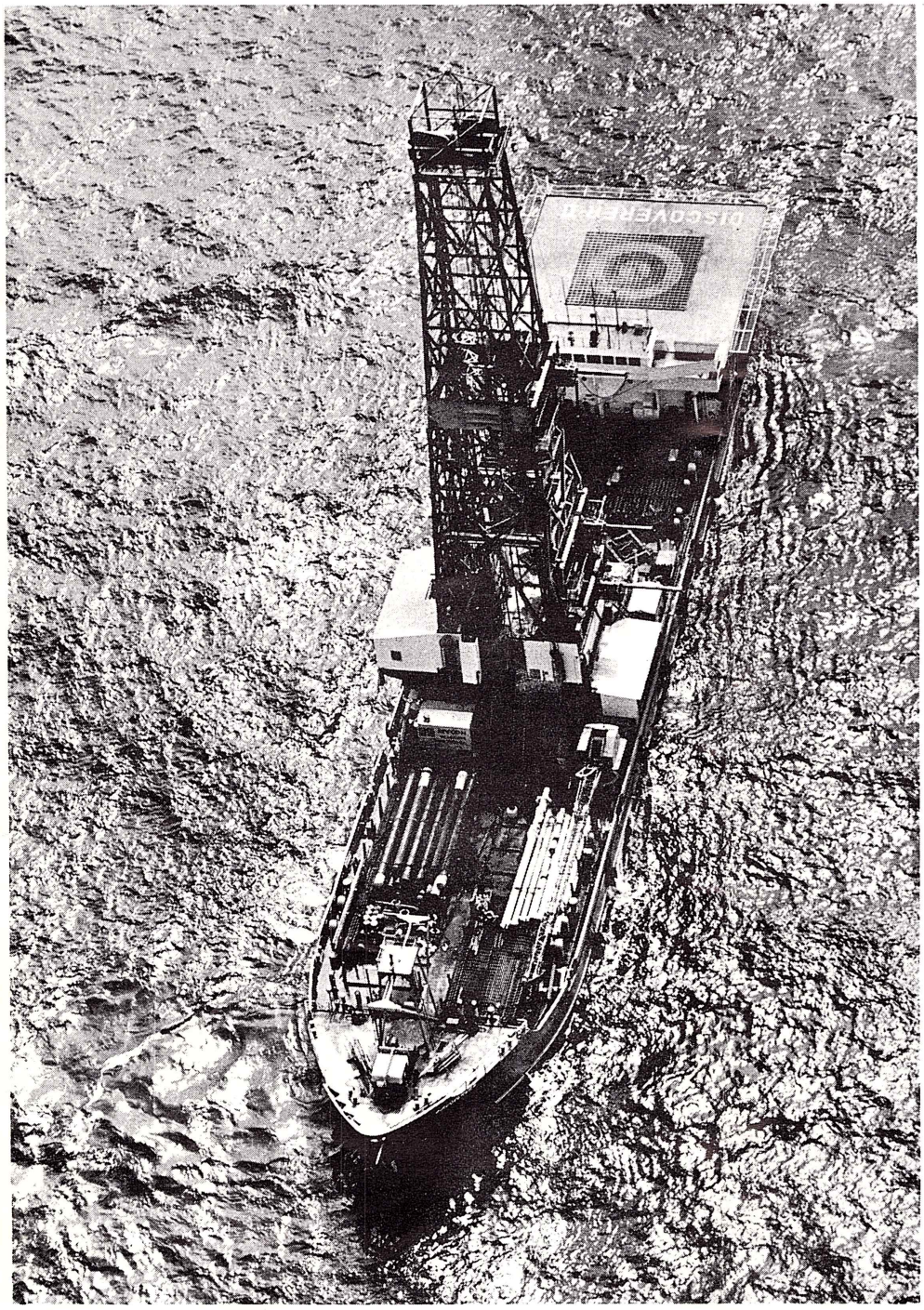
A special laboratory has been set up in New Plymouth to study the problems involved in changing over from coal to natural gas for domestic and commercial use. The laboratory team is led by specialists from overseas.



● ABOVE: The Kapuni natural gas field south-east of Mt. Egmont. The construction of the plant at Kapuni is now proceeding and the pipe line carrying the condensate to Port Taranaki is now being laid.

● RIGHT: A familiar sight at Bell Block and at Port Taranaki is the great quantity of pipes to carry natural gas and also condensate. This picture shows wrapped pipes being dispatched from the wrapping plant at Bell Block to be laid north of Wellington.

The search for oil under the sea



In addition to the exploitation of the already tested Kapuni field, a project is now under way to sink a "wildcat" exploratory bore on the Continental shelf some 47 miles north-west of New Plymouth and due west of Mokau.

The world's latest floating rig, Discoverer 2, is now moored at the site and drilling is proceeding some 500 feet below water level. The Discoverer is a very modern ship of 11,300 tons fitted with all the latest aids and equipment, including a deep sea diving bell from which divers can operate on the sea bottom.

This unique ship also features a large helicopter landing pad and a system of stabilisers to keep it level at all times. The ship is serviced by helicopters from a base in New Plymouth, and also by supply tender, the Smit Lloyd 10.

The Mokau well is being sunk by Esso Exploration and Production (N.Z.) Inc. A further under-sea well is to be later sunk 22 miles west of Opunake by Shell-B.P. and Todd who have already spent some $15,000,000 exploring for oil in New Zealand, much of their effort having been in Taranaki.

These enterprises are employing a substantial number of local men.

The under-sea drilling project requires considerable food and supplies including engineering services from highly experienced firms in New Plymouth. One side effect has been a substantial demand for accommodation in the city for executives and off-duty employees.

● **ABOVE: The 11,300-ton oil drilling rig, Discoverer 2, at work off the Taranaki coast sinking the first wildcat well for Esso Exploration and Production (N.Z.) Inc. The ship is moored in position by eight massive anchors positioned in a circle. Elaborate stabilisers and other equipment keep the rig on an even keel to permit drilling 500ft. below in all but the roughest weather.**

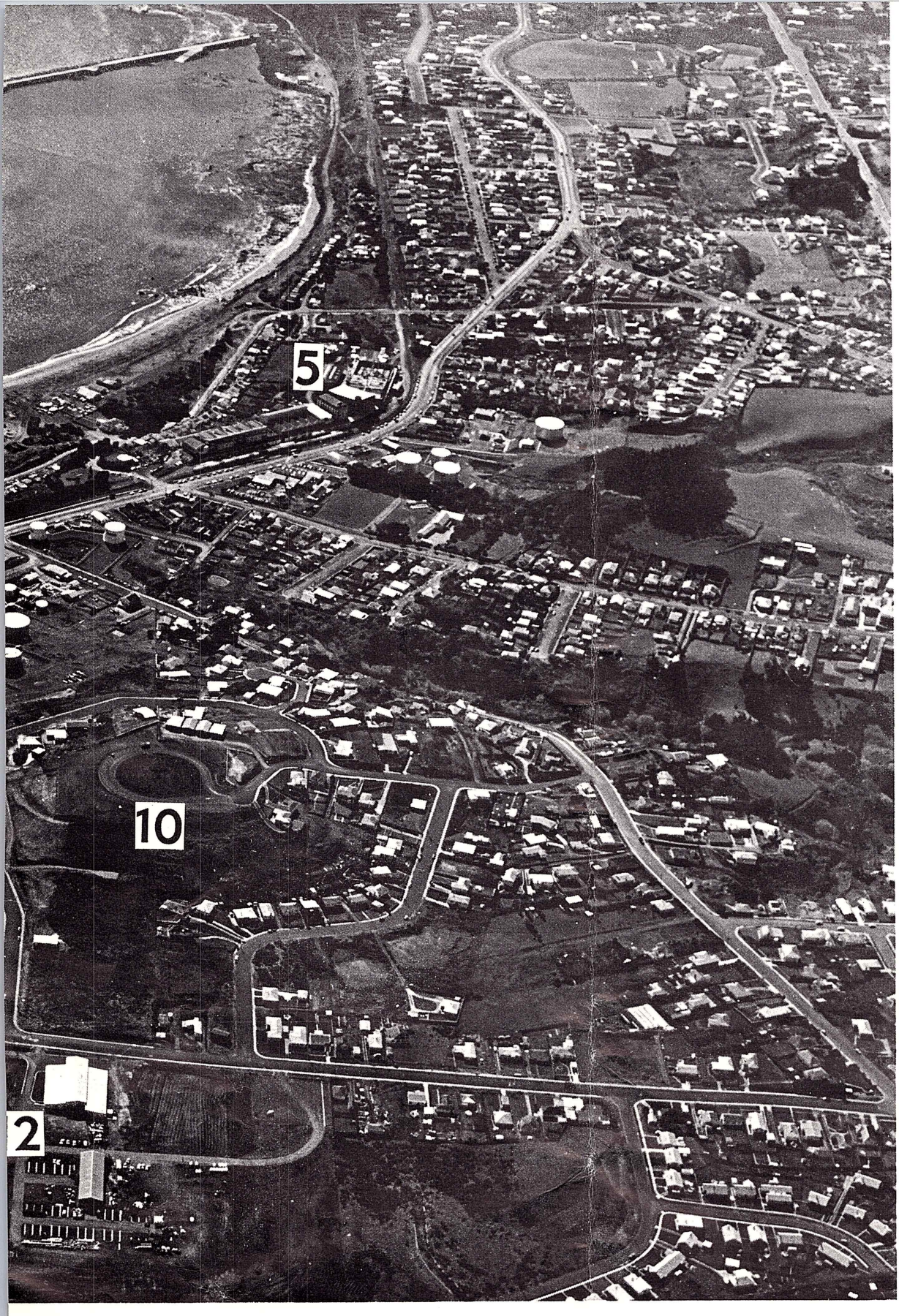
● **BOTTOM LEFT: Communications with Discoverer 2 are maintained by two helicopters including the 14-seat Bell 205 seen here at the Paritutu base of the exploration company during a crew change-over.**

DEVELOPMENT AT PORT TARANAKI

The importance of this thriving busy port cannot be emphasised too strongly. The only deep water major port on the west coast of New Zealand, it is playing a major role in the development of Taranaki and areas beyond, including the emergent King Country.

The present $9.44 million scheme (now well under way) will provide two further overseas berths, 33 acres of reclamation ideal for assembling containers and cargo, and a safe, sheltered, dredged harbour with an official draught of 29ft.; planned draught 32ft. The whole project, including a tug, handling equipment, and a jetty, is to be completed by early 1971.

Trade at present exceeds 600,000 tons a year in and out. When the huge coal-fired power station is in full operation in 1974, more than 1,000,000 tons of coal per year will flow through the port. Condensate ship-



Key to Points of Interest

1. The main breakwater at Port Taranaki. It has recently been extended by 600ft.
2. The new lee breakwater under construction—total length to be 2400ft. The two breakwaters ensure calm protected water for the port.
3. The Moturoa wharf (left) and the Newton King wharf (right) which can handle large overseas ships as well as coastal vessels.
4. The new wharf now being built. The dotted line shows the limit of the reclamation work now under way. It will be equipped with the latest in sheds, railway sidings and handling facilities.
5. The extensive cool stores of the Taranaki Producers' Freezing Works Co. Ltd., which are currently being extended. Adjacent is the site of New Zealand's first petroleum refinery and which is supplied by four long-established oil wells.
6. Site of the new coal-fired electric power station.
7. Port Taranaki's famous landmark, Paritutu Rock (505ft.).
8. Foundations for the large condensate tanks for the Kapuni oil and natural gas project. Condensate will be shipped from here to Marsden Point for refining.
9. Storage area for Shell-B.P. and Todd Oil Services Ltd. and pipe-wrapping area for Hume Industries Ltd.
10. Mt. Moturoa look-out.
11. The extensive factory of Ivon Watkins-Dow Ltd., manufacturers of agricultural chemicals.
12. The new Vet-Med factory and laboratories of the combined enterprise of Ivon Watkins-Dow Ltd. and the National Dairy Association, which manufactures farm veterinary products. The lower building is currently the headquarters for the offshore petroleum drilling enterprise of Esso Exploration and Production (N.Z.) Inc.

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ments from the Kapuni oil scheme, due to commence in 1970, will add a further 200,000 tons.

The largest cheese exporting port in the world, Port Taranaki handles also major exports of meat, butter, milk powder, casein and other primary products. It handles 74% of the total North Island exports of cheese, 15% of the meat, and 7% of the butter (1966 figures). On the import side, phosphate (for the local fertiliser works and also for the works in Wanganui), petrol and oil, and general cargo represent the major movements.

Close to the port a $1,000,000 cool store is being completed as an extension for the Taranaki Producers' Freezing Works Co. Ltd., and adjoins their other big stores.

A notable feature of this progressive port is the keen interest taken in its progress by the whole population of Taranaki. To date $7,000,000 has been raised locally to finance the present expansion programme—an eloquent testimony to the confidence the province has in its future.

BELL BLOCK INDUSTRIAL DEVELOPMENT

Just beyond the New Plymouth city boundary is the new Bell Block industrial area which has shown astonishing progress in the last three years.

Here, in rural surroundings amid lush dairy farms, are located the very extensive metal extrusion factory of McKechnie Bros. (N.Z.) Ltd.; their allied company Atlas Industries (N.Z.) Ltd.; E.C.C. Transformers and Controls Ltd. (which recently moved from the Hutt Valley); and Canada and New Zealand Associated Cable Co. Ltd., which is now in round-the-clock production of electrical cable.

A further big extension to the McKechnie complex was recently announced, a company (in co-operation with Metal Manufactures Ltd., of Australia, and called McKechnie Metal Products Ltd.) to manufacture copper and copper alloy piping. This factory will be of 50,000 sq. feet and will employ 100 men.

Also operating at Bell Block is the Northern Roller Mills Feeds Ltd. (poultry food), the Bell Block Engineering Co. Ltd., and some of the extensive chicken-rearing and processing plants of General Foods Corporation (N.Z.) Ltd.

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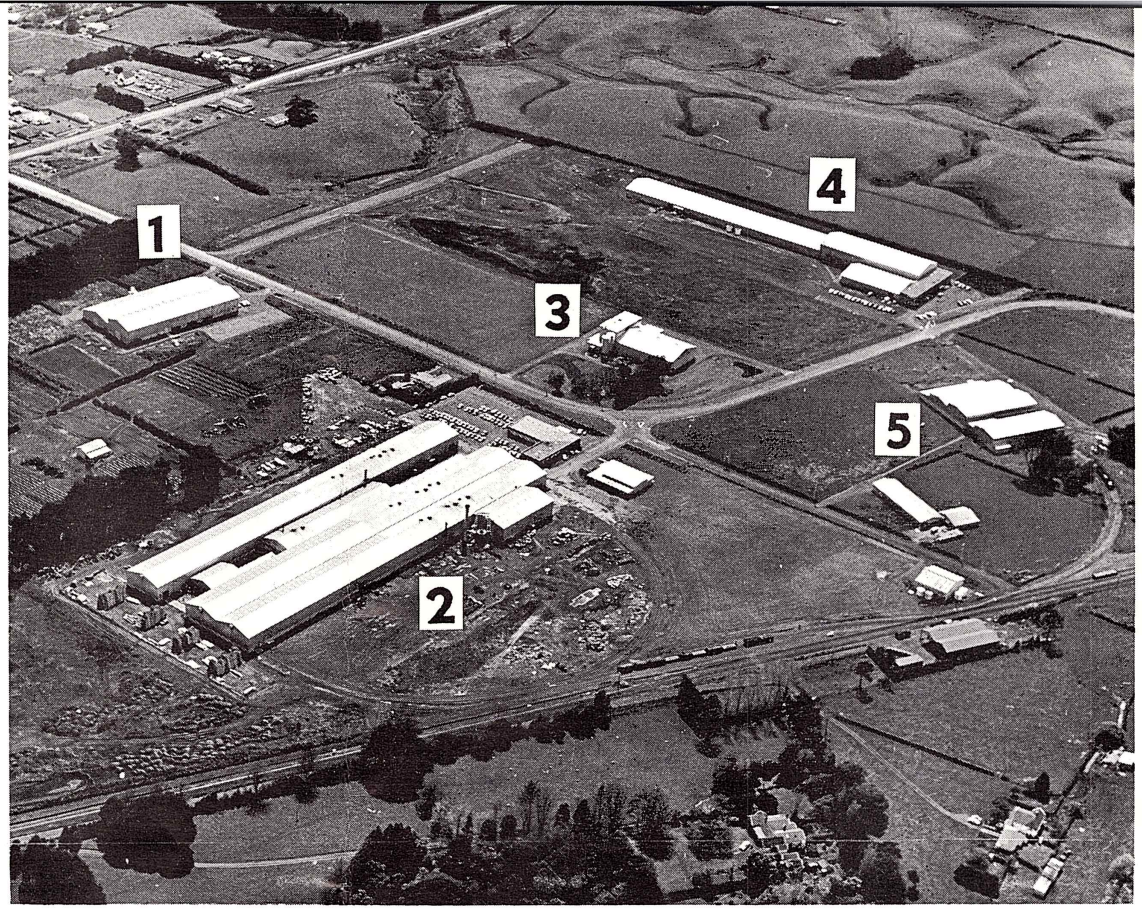


● **ABOVE: After only three years several factories have been built in the Bell Block area. 1. Atlas Industries (N.Z.) Ltd. (garden tools, etc.). 2. McKechnie Bros. (N.Z.) Ltd. (aluminium and copper extrusions). 3. N.R.M. Feeds Ltd. (poultry food manufacturers). 4. CANZAC Ltd. (electrical cables). 5. E.C.C. Transformers and Controls Ltd. (transformers, etc.). It has recently been announced that a 50,000 sq. foot factory is to be erected on the railway side of McKechnie Bros. (N.Z.) Ltd. to manufacture copper and copper alloy piping (McKechnie Metal Products Ltd.). The complex is three miles from the heart of New Plymouth and close to the new airport.**

New Plymouth's Many Advantages

At the recent official opening of the Canada and New Zealand Associated Cable Co. Ltd. (CANZAC) new factory at Bell Block, the Deputy Prime Minister (Mr. Marshall) made the following pertinent comments about the advantages New Plymouth has to offer:

"Centrally located in the North Island, Bell Block and New Plymouth are ideally situated in relation to the market which CANZAC desires to service.

"In addition to important road and rail transport connections, New Plymouth has a progressive and attractive deep water port. New Plymouth can supply the many services involved in the import and export of goods needed to facilitate the supply of raw materials and the distribution of finished cables, not only to other areas of New Zealand, but also to export markets.

"Furthermore, New Plymouth offers an able, adaptable and reliable labour force.

"The Government is aware of the regional development that must take place in New Zealand. I am therefore pleased to see Taranaki become increasingly recognised by industry and I am sure that the willingness displayed by the New Plymouth people, their City Council, and the Taranaki County Council to encourage the establishment of prosperous, modern and vital industries such as CANZAC, will set a fine example for the sustained growth and prosperity of the whole province."

Wide Variety of Secondary Industry in New Plymouth

Even to local Taranaki people, the range and size of secondary industries, is something of a surprise. And they are constantly increasing.

Industries connected with farming have, of course, been long established. They include 48 companies making cheese, casein, butter and milk powder; two freezing works (at Waitara and Patea); a superphosphate works; and the leading manufacturer in the country of agricultural chemicals.

Engineering is very strong. New Plymouth has become an important centre for the production of aluminium and copper extrusions and their tertiary products; for electrical cable; transformers; brass pipe fittings; stainless steel hospital fittings and furniture; garden tools and wheelbarrows; general engineering; electrical goods and fittings; and for wire fencing.

North Taranaki has emerged as a big centre for the raising and processing of table poultry and for the production of poultry food.

There are quite extensive factories making clothing, stockings, tents and camping gear, footwear, furniture, toys, and even golf bags.

Concrete industries are extensive and well established. The transport and servicing industries are efficient and substantial employers of labour. New Plymouth, Hawera and Stratford are important retail centres with branches throughout the province.

As recently noted by the Deputy Prime Minister (the Hon. J. R. Marshall) New Plymouth and Taranaki generally are geographically well situated for industry and have a substantial and largely stable labour force—which have proved to be important considerations in the establishment of several major concerns recently.

NEW BUILDINGS AND PROJECTS

To keep pace with the rapid expansion of New Plymouth, building is going on apace for Government departments, schools, hospitals and public utilities as well as for industry and retail firms.

Work is now beginning on a $4,592,382 hospital expansion scheme, and the six-storey Atkinson Government department building has just been completed. Sites have been acquired for New Plymouth's third and fourth intermediate schools and a new development is the projected multiple high school at Spotswood which eventually will make this New Zealand's first twin high school plus a senior school with some 2000 secondary pupils. Nationally known secondary schools are New Plymouth Girls' High with the largest boarding establishment of any girls' school in New Zealand and the Boys' High which also has a major boarding establishment.

A million dollar scheme to give New Plymouth a first class water supply is due to be finished in 1969 and planning is proceeding for a $3.6 million upgrading of the sewerage system.

To speed traffic in and out of northern New Plymouth a $4,000,000 scheme has been planned. A southern outlet scheme has recently been opened. The entirely new New Plymouth airport (built to replace the old Bell Block airport) features one of New Zealand's finest provincial terminals and air control buildings, and an extensive concrete runway. It was officially opened in 1967.

Reclamation schemes to provide up to 400 acres in the harbour and costing between $2,000,000 and $10,000,000 have been proposed. These would provide very valuable space for the expansion of the city. Negotiations are proceeding for the relocation of the railway yards close to the city centre which will provide still more valuable land for development.

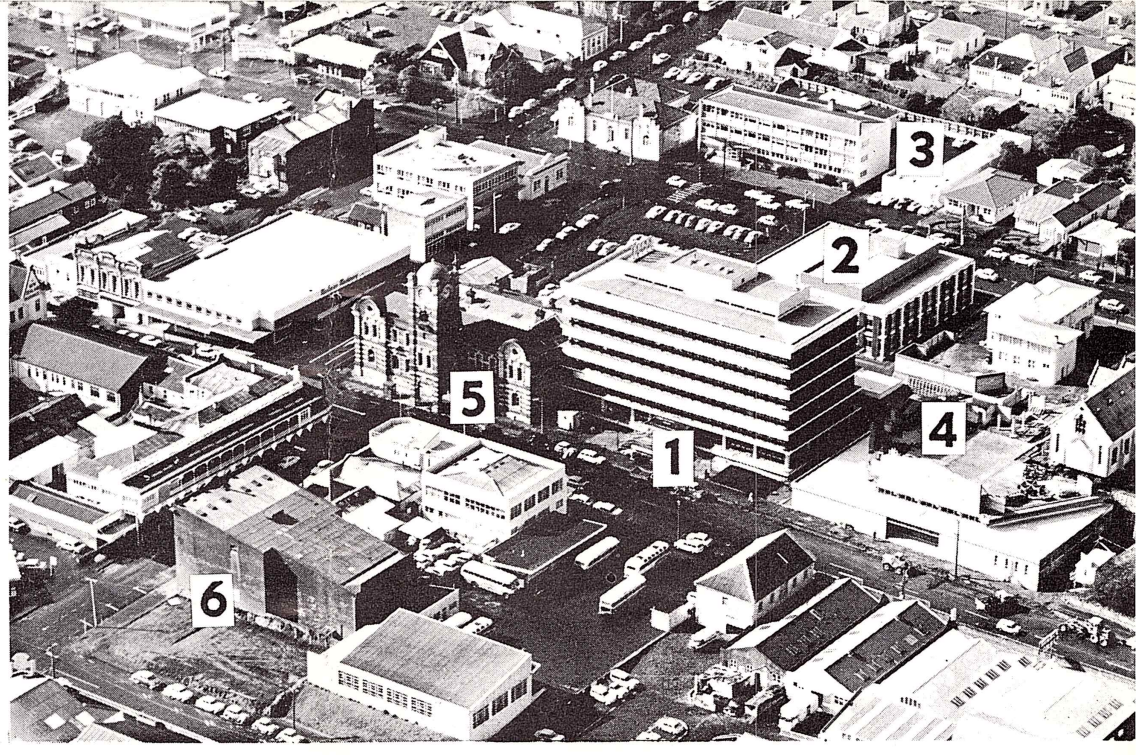
Under active consideration is the amalgamation of New Plymouth City with the adjoining Taranaki County which would bring Glen Avon and the fast-growing Bell Block complex into the city boundaries.

With all these major schemes under way or projected, there are scores of lesser commercial developments. A tour of the city quickly reveals commercial and private building proceeding apace.

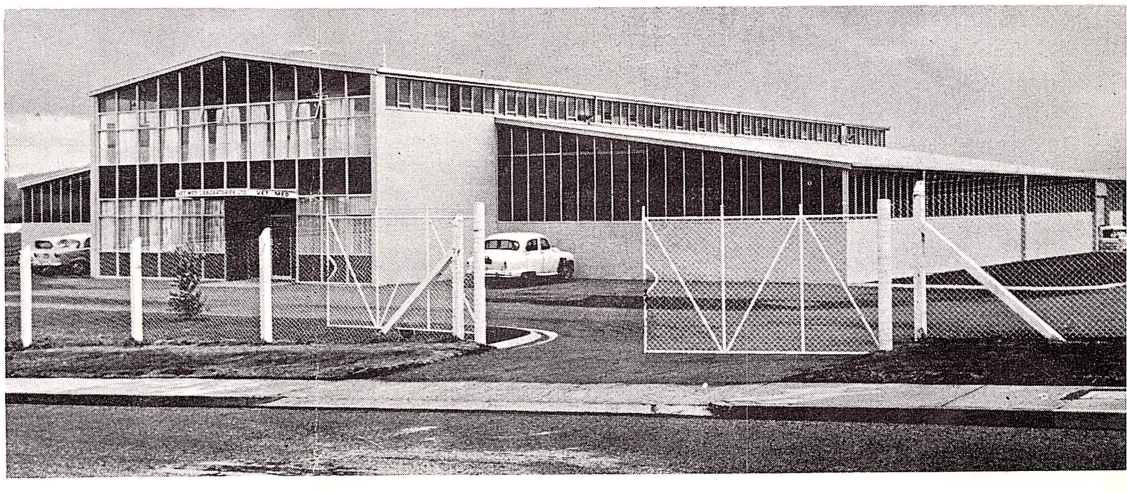
There is certainly nothing static about New Plymouth!

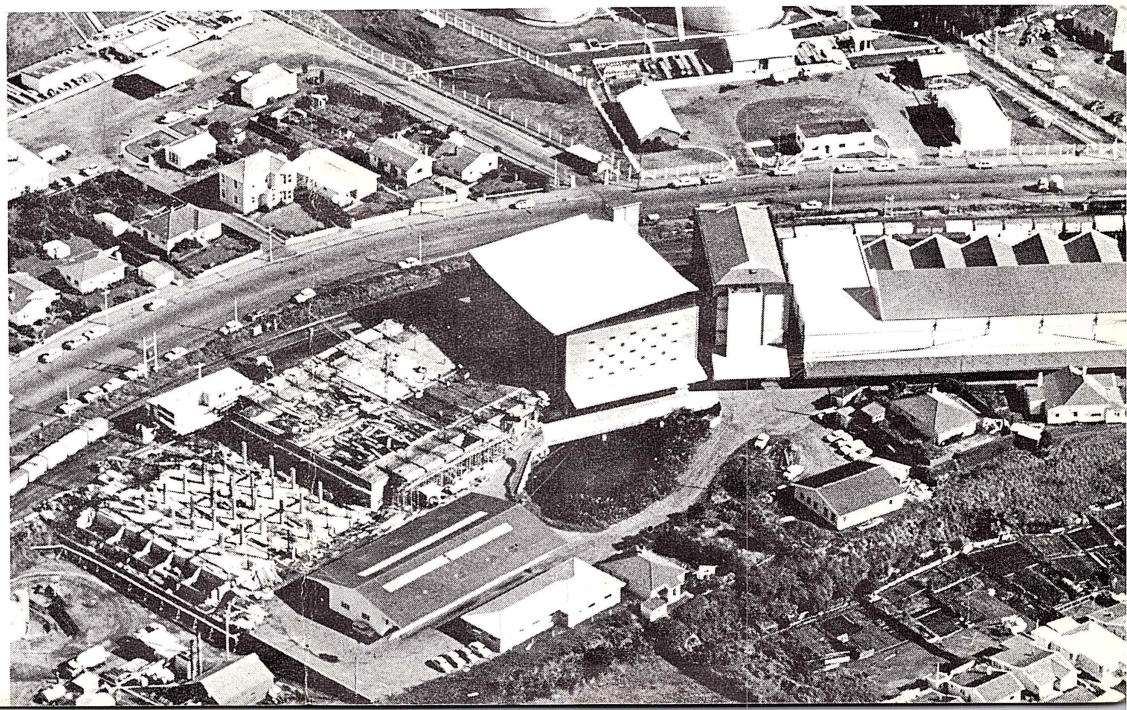
Despite the growth, however, New Plymouth and Taranaki remain very pleasant places in which to work or holiday. The climate is moderate and equable. There are fine sea beaches with excellent surfing. There are scores of rewarding fishing, camping, and recreation spots. There is queenly Mt. Egmont with its developing ski fields and mountain walks. There are several excellent golf courses, and bowling greens are so many and good that in the summer bowling is almost a Taranaki industry. In the heated Kawaroa pool New Plymouth has one of the finest swimming centres in the country.

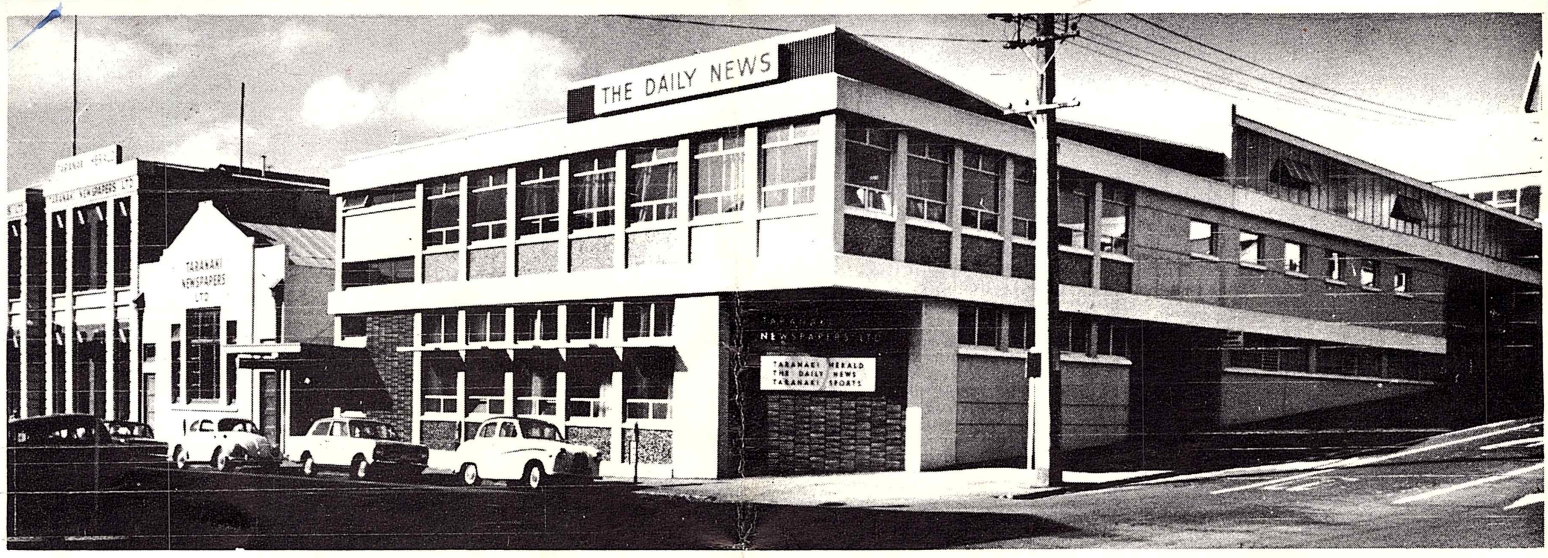
With scores of hotels and motels, New Plymouth has become a recognised conference and holiday centre.



DEVELOPMENT IN THE CITY CENTRE: (1) The new six-storey Atkinson Government building. (2) The new Court House. (3) The new Police Station. (4) Building in progress for the new Catholic Church and Youth Centre. (5) The old Post Office and clock tower whose fate is still being debated. (6) Site for the new Govett-Brewster Art Gallery which will include the old Regent Theatre. BELOW: The Vet-Med factory and laboratory of Ivon Watkins-Dow Ltd. and the National Dairy Assn. BOTTOM: The new $1 million cool store being built for the Taranaki Producers' Freezing Works Co. Ltd. Part of the extensive existing stores are also in the picture.







About Ourselves

Taranaki Newspapers Ltd., who have produced this brief digest of progress in the province, are publishers of three modern and vital newspapers which reach into every corner of Taranaki—and beyond to the King Country. It also has a large and well-equipped commercial printing division which produces a wide variety of quality letterpress and offset work.

THE DAILY NEWS (morning daily). Established in 1857, the latest (1968) audit shows a net circulation of 19,395 copies a day and a net paid circulation of 18,780. Besides an extensive cover of urban dwellers it reaches almost every rural home in the province. It also has a big circulation in the central and southern King Country, especially in Taumarunui and Turangi where it is recognised as the leading local morning newspaper. The Daily News thus effectively bridges the gap between the morning metropolitan newspapers in Auckland and Wellington.

THE TARANAKI HERALD (evening daily). New Zealand's oldest newspaper (established in 1852), the Herald is purchased by 85% of the homes in New Plymouth and has an intensive urban—and considerable rural—circulation throughout the province. Like The Daily News, the HERALD is recognised as one of the best printed and liveliest provincial newspapers in New Zealand. While printed on the same press, it is editorially quite independent of its morning contemporary.

THE TARANAKI SPORTS (Saturday evening). This bright tabloid has an audited net circulation of 7016 and a net paid circulation of 6979. In addition to covering the latest sport throughout the province, it features a wide variety of magazine and general interest articles.

Enquiries as to advertising, circulation, or commercial printing should be made to:

TARANAKI NEWSPAPERS LIMITED,
P.O. Box 444,
NEW PLYMOUTH, NEW ZEALAND.

Taranaki General and Marketing Statistics

Population of Taranaki (April, 1967)	101,200
Taranaki Population as % of N.Z.	3.7%
Population of New Plymouth	35,280
" " Hawera	8,030
" " Stratford	5,410
" " Waitara	4,710
" " Eltham	2,310
" " Patea	2,010
" " Inglewood	1,980

Age Distribution:

	%	N.Z.%		%	N.Z.%
Under 5	12.8	12.1	30-34	6.2	6.5
5-14	23.3	21.0	35-44	12.0	12.5
15-19	7.9	7.7	45-55	10.5	11.1
20-24	6.1	6.5	55 +	15.5	16.5
25-29	5.8	6.0			

Labour Employed (excluding Patea), April, 1968:

	Men	Women
New Plymouth	7,678	3,097
Hawera	1,792	885
Inglewood	414	172
Eltham	583	151
Opunake	280	109
Stratford	1,268	635
Waitara	916	259
TOTAL	15,175	5,723

(Figures do not include farmers, professional men, or men employing less than two.)
Taranaki Factories: 345, employing 5,280 men, 934 women.

Note.—"At present Taranaki occupies about a middle position in provincial ratings in respect of the number of persons per 1000 employed in industry. Between 1956 and 1966, the number increased from 55 to 64 per thousand. During the same period the value of production increased 65% from $59 million to $88.6 million. The number of factories has also shown a steady increase."—The Deputy Prime Minister, the Hon. J. R. Marshall, October 11th, 1968. (Although the Minister quoted the latest statistics available, there has been a considerable increase in industrial employment since 1966.)

Dairy Production (1967-68):

Companies engaged in Dairy Production	23
Dairy Factories	48
Cheese Production (tons)	62,387
Butter Production (tons)	22,474
Casein (tons)	8,405
Milk Powder (tons)	17,541
Dairy Cows in Milk (1967)	353,900
Total Dairy Cattle (16% of N.Z. total)	587,900
Lambs tailed	1,160,000
Pigs	77,800
Total Holdings (7.2% of N.Z. total)	5,026
Dwellings (3.7% of N.Z. total)	26,799

Household Appliances, etc.:

	%	N.Z.%
Electric Ranges	83	78
Gas Ranges	4	10
Coal and other combinations	13	11
Hot Water Service	99	98
Refrigerator	92	91
Flush Toilet	96	93
Washing Machine	90	97
Telephone	97	82
Television	58	63
Radio	95	93
Vacuum Cleaner	91	89

Motor Vehicles Registered (June 30th, 1968):

Taranaki Total (all vehicles)	48,184
(Motor-cars only)	28,528
New Plymouth Total (all vehicles)	13,925
(Motor-cars only)	8,723

Designed and Printed by the Commercial Printing Division, Taranaki Newspapers Ltd. NOVEMBER, 1968